



UOT Brand Guidelines for TV, Radio, Billboards, Etc.

TV Ads/DVDs/CDs

The products must display the official "Utah – Life Elevated" tourism logo for a minimum of five seconds, typically at the end of the ad. The logo and credit line must be clearly legible and prominently displayed. Generally, the size of the Utah tourism logo should be commensurate with the size of the destination marketing organization's logo. DVDs and CDs should also include an official Utah tourism logo on the cover and label.

Radio Ads

Radio ads must contain the credit line "Produced in cooperation with the Utah Office of Tourism. Utah – Life Elevated" followed by the UOT's three-note mnemonic device. The credit line should take 3-8 seconds to pronounce and must be clear and easy for the listener to hear. The credit line with the three-note mnemonic device should occur at the conclusion of the ad. The mnemonic device will be available in August. If you must record radio ads before August, you don't have to use the mnemonic device.

Booths

Booths purchased or constructed as a portion of the application must display the official Utah – Life Elevated logo for a minimum of one year. The Utah logo should be located in the top 1/3 of the booth and must be clearly legible to those walking down the aisle past the booth. Realizing that booths come in a wide variety of shapes and sizes, the UOT reserves the right to approve the use of the logo on a case-by-case basis.

Trade Shows

Travel/trade show participants must display a sign stating, "Participation in this event is co-sponsored by the Utah Office of Tourism." The UOT will provide a PDF file with the wording and logo for the sign. Co-op participants can have the sign made in time for their show, and must show the sign or an image of the sign to the UOT prior to attending the event.

Billboards

Billboards must display the official Utah-Life Elevated logo in the top 1/3 of the billboard. The logo must be of a size that is clearly readable to the passing motorist.

Websites

Websites must contain the official Utah tourism logo prominently displayed in a place the web visitor will likely view. The Utah tourism logo should link to the Utah.travel web site. Additionally, websites created with UOT co-op funds must include one of the UOT banner ads found in the resource section of the cooperative marketing page at <http://travel.utah.gov/co-opmktg.htm>. These banner ads include marked locations and carry-in to other online advertising done by the UOT. Multiple banner ads will be created so you can choose the ad that is best-suited to your location/event.

NOTE: The Utah-Life Elevated tourism logo and three-note mnemonic device is not permitted to appear or be mentioned in conjunction with logos or slogans representing alcoholic beverages, tobacco products, and/or sexually oriented products and services.

All use of official UOT logos and slogans must be in accordance with the brand guidelines found at <http://travel.utah.gov/logoguidelines>. Please submit final drafts of all projects/event materials via e-mail to both Kelly Day (kday@utah.gov) and David Williams (dmwilliams@utah.gov) for approval prior to print, distribution, public release, publication, etc. Please allow a minimum of five (5) working days for approval.